

Remarks/Arguments:

Claims 1, 2, 4-10, 12-23 and 25-29 are pending and stand rejected.

By this Amendment, claims 1, 4-5, 9-10, 17 and 25-29 are amended.

No new matter is presented by the claim amendments. Support for the claim amendments can be found throughout the original specification and, for example, in the original specification at page 19, line 16 to page 20, line 7 and page 27, line 23 to page 28, line 15.

Rejection of Claims 1, 2, 4-10, 12-17, 19-23 and 25-27 under 35 U.S.C. § 103(a)

In the Office Action, at item 3, claims 1, 2, 4-10, 12-17, 19-23 and 25-27 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Gottfurcht et al. (U.S. Patent No. 7,020,845, hereafter referred to as Gottfurcht) in view of Schirris (U.S. Patent Publication No. 2002/0193986) and further in view of Dyer (U.S. Patent No. 6,839,742).

Reconsideration is respectfully requested.

Claim 1 is directed to a method of outputting data, and recites:

... each of the buttons, responsive to unconscious selection by a user, performs a function of providing identical data, the identical data having a different expression for each of the buttons;

a personal inclination determination step for determining a personal inclination of the user based on the selected button selected in the selection instruction reception step and selection instruction information regarding the selection instruction of the buttons recorded in a storage device ...

That is, a personal inclination of the user is determined based on the selected button and selection instruction information and the selection of the button to determine the personal inclination is unconscious (e.g., the user is unaware, prior to selection of the expression associated with the button). For example, in one exemplary embodiment, a user may select either a blue button or a red button. The user is unaware of the resulting expressions of the identical data. The personal inclination of the user is determined based on the selection instruction information associated with the selected button. In such an embodiment, the blue

button may correspond to masculine personal inclinations and the red button may correspond to feminine personal inclinations.

Gottfurcht Reference

In the Office Action, at page 3, the Examiner contends that "Figure 2b discloses two buttons, My AOL and AOL Home, which both link to an AOL site with different attributes. My AOL is a personalized AOL Homepage, while AOL home is the basic homepage." Applicants agree with the Examiner and further submit that the selection of one of these buttons is a conscious selection (e.g., the user is aware, as acknowledged by the Examiner, of the result of the selection). Thus, Gottfurcht is silent regarding "each of the buttons, responsive to unconscious selection by a user, performs a function of providing identical data, the identical data having a different expression for each of the buttons," as required by claim 1. This is because, the selection in Gottfurcht is a conscious selection (e.g., to generate intended results).

Schirris Reference

The addition of Schirris does not overcome the deficiencies of Gottfurcht. This is because, Schirris does not disclose or suggest "each of the buttons, responsive to unconscious selection by a user, performs a function of providing identical data, the identical data having a different expression for each of the buttons," as required by claim 1. That is, the selection in Schirris is a conscious selection (e.g., to generate intended results). More particularly, the sender of a multi-lingual email can select a desired display language in which to generate the multilingual email from a group of selectable fields 502 indicative of the selected language. (See Schirris at paragraph [0060].) That is, a user by selecting a particular field 502 understands that the email will be displayed in a particular language.

Dyer Reference

The addition of Dyer does not overcome the deficiencies of Gottfurcht in view of Schirris. This is because, Dyer does not disclose or suggest "each of the buttons, responsive to unconscious selection by a user, performs a function of providing identical data, the identical data having a different expression for each of the buttons," as required by claim 1. That is, the selection in Dyer is a conscious selection (e.g., to generate intended results). More particularly, it is clear from FIG. 2C in Dyer, that a plurality of buttons including button 207 are provided for

the selection of local languages and corresponding countries for display of the HP website. Thus, a user selecting button 207 intends to generate results in Spanish.

Accordingly, it is submitted that claim 1 patentably distinguishes over Gottfurcht in view of Schirris in further view of Dyer for at least the above-mentioned reasons.

Claims 10 and 17

Claims 10 and 17, which include similar but not identical features to those of claim 1, are submitted to patentably distinguish over Gottfurcht in view of Schirris in further view of Dyer for at least similar reasons to those of claim 1.

Claims 2, 4-9, 12-16, 19-23 and 25-27

Claims 2, 4-9, 12-16, 19-23 and 25-27, which include all of the limitations of claim 1, claim 10 or claim 17, are submitted to patentably distinguish over Gottfurcht in view of Schirris in further view of Dyer for at least the same reasons as their respective independent claims.

Rejection of Claims 27 and 28 under 35 U.S.C. § 103(a)

In the Office Action, at item 4, claims 27 and 28 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Gottfurcht and Schirris in view of Dyer and further in view of Maddalozzo et al. (U.S. Patent No. 6,633,316, hereafter referred to as Maddalozzo). From the body of the rejection, Applicants believe that the rejection should have been for claims 28 and 29. Accordingly, Applicants will argue the patentability of claims 28 and 29 over Gottfurcht and Schirris in view of Dyer and further in view of Maddalozzo.

Reconsideration is respectfully requested.

Claims 28 and 29

Claims 28 and 29, which include all of the limitations of claim 1, are submitted to patentably distinguish over Gottfurcht and Schirris in view of Dyer for at least the same reasons as claim 1.

The addition of Maddalozzo does not overcome the deficiencies of Gottfurcht and Schirris in view of Dyer. This is because, Maddalozzo does not disclose or suggest "each of the buttons, responsive to unconscious selection by a user, performs a function of providing identical data,

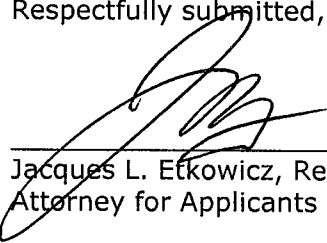
the identical data having a different expression for each of the buttons," as required by claim 1. Instead, Maddolozzo discloses an edit button 404 may be pressed to normally expose a preference option, which allows the user to select certain preferences or options associated with browser 400. (See Maddolozzo at column 6, line 33-35.) Thus, in Maddolozzo preferences may be set by the user and generate intended results.

Accordingly, claims 28 and 29 are submitted to patentably distinguish over Gottfurcht in view of Schirris and Dyer in further view of Maddolozzo for at least the same reasons as claim 1.

Conclusion

In view of the claim amendments and remarks Applicants submit the application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,



Jacques L. Etkowicz, Reg. No. 41,738
Attorney for Applicants

EB/nm

Dated: August 14, 2008

P.O. Box 980
Valley Forge, PA 19482
(610) 407-0700

NM287890